

CALFED Bay-Delta Program Public Outreach Activities 1995 Summary

Overview

The CALFED Bay-Delta Program was established to develop a long-term solution to the problems of the Bay-Delta System.

To succeed, the Program must eventually involve every Californian with an interest in the state's water future. Despite the Program schedule, Program staff have spent thousands of hours fostering participation among stakeholders, the general public, and federal and state decision makers. During the Program's first seven months (from May through December 1995) the Bay-Delta Advisory Council, public workshops, and public meetings provided formal opportunities for public input. Staff participation in conferences, interest groups, association meetings, and one-on-one discussions also ensured regular informal public participation.

This document summarizes those efforts.

Opportunities for Public Input and Comment

What: Bay-Delta Advisory Council
Who: From each stakeholder group, trusted leaders familiar with the relevant issues

In May 1995, CALFED established the Bay-Delta Advisory Council (BDAC), under the Federal Advisory Committee Act, to guide the Bay-Delta Program toward its long-range goal. Selected by the Secretaries of the U.S. Department of the Interior and the California Resources Agency, the thirty-three BDAC members include representatives of the agricultural, environmental, fisheries, urban and business communities throughout California. Meeting bi-monthly, they help define problems in the Bay-Delta System, assure broad public participation, comment on environmental reports and advise on proposed solutions. During 1995, BDAC met five times, once in the Bay area and four times in Sacramento, for a total of more than 1,300 person-hours of public participation. Each meeting included a time when the general public could comment. BDAC members also submitted additional written comments outside the meetings, and each submission is under review and consideration by Program staff.

What: Public Workshops
Who: A self-selected group of people, many with expert knowledge and experience, representing all water interests

The Program sponsored four day long public workshops during 1995, involving representatives of all water interests, from policy experts to farmers and small business owners, and from

environmental advocates to Delta residents. Through brainstorming, informal debate, and in-depth analysis, the participants worked together toward a long-term solution to Bay-Delta problems. The workshops, held in Sacramento, averaged 100 attendees each, for an estimated total of 3,200 person-hours of public participation. The Program will host two more workshops during the first four months of 1996.

What: Public Meetings

Who: Members of the general public throughout California

At public meetings, which the Program conducts throughout the state, members of the general public learn about and comment upon the Bay-Delta Program.

In 1995, meetings were held in Oakland, Stockton, Redding and Costa Mesa. To reach as many Californians as possible, the Program ensured that heavy advance publicity was conducted for each meeting, and over 200 people attended the 1995 meetings, for a total of over 1,600 person hours. The last meeting took place in Fresno in January 1996.

What: Outreach Materials

Who: Wide array of individuals and groups with divergent needs and perspectives on the issues

Upon inception, the Program began identifying interested parties and providing information. A letter was sent to several thousand people with known interest in Bay-Delta activities, describing the planned outreach activities and asking recipients to say how much involvement they wished. From this initial effort, materials developed for workshops and BDAC meetings were sent to a wide array of groups and organizations who wished to track the progress of the Program. At the end of 1995, the Program's formal mailing list held more than 3,000 names.

In 1995 the Program also developed two informational brochures highlighting the Program background and structure and outlining the elements of Phase I. A videotape about the Program was completed and ready for distribution in early 1996. Detailed workshop materials have been developed for each workshop and mailed to all participants.

By the end of 1995, the Program had distributed an estimated 16,600 copies of written materials.

Other Outreach Activities

Additional public outreach activities include media relations, legislative briefings, and presentations and briefings to interest groups and other organizations, e.g., each public meeting was noticed to over 100 media contacts. These efforts have included ongoing liaison efforts and Program briefings and updates to many organizations, commissions, interest groups, associations and elected officials. The range of interest groups and contacts has been wide, including entities such as:

Meetings and Conferences:

San Francisco Estuary Project Implementation Committee
Bay Conservation and Development Commission
Metropolitan Water District of Southern California
Commonwealth Club of California
California Water Clearinghouse
Association of California Water Agencies
Environmental Water Caucus
Los Angeles Chamber of Commerce
WaterReuse Association of California
Water Education Foundation
California Water Law Conference
Indicator Workshop

Media Contacts, including:

Contra Costa Times
Fresno Bee
Sacramento Bee
San Francisco Chronicle
Antioch Daily Ledger
MONY Radio
Capitol Weekly
Bakersfield Californian
Chico Enterprise
NPR
KFBK
Farm Bureau Radio
California Farm Bureau Report

Interest Groups and Organization:

Southern California Water Committee
Integrated Resources Planning Assembly
Central Valley Flood Control
Central Valley Habitat Joint Venture
East Bay Municipal Utility District
Delta Protection Commission
Regional Wetlands Habitat Goals Project
Natural Heritage Institute
Pacific Institute
Environmental Water Caucus
Council of Water Utilities

California Business Roundtable
Northern California Water Association
Mid-Pacific Region Water Users
CVPIA Restoration Round Table
Category III Steering Committee
Bank of America
Bay Area Water Resources Council
Sacramento Water Forum
Plumas County Board of Supervisors
Pacific Coast Federation of Fishermen's Association
California Waterfowl Association
Nature Conservancy
Spring Run Salmon Recovery Committee
Upper Sacramento River Salmon and Riparian Committee
U.S. Committee on Irrigation and Drainage
Northern California Power Association
Bay Area Economic Forum

Decision makers, including:

California State Assembly and Senate Staff
Congressional Staff, D.C.
Federal Agency Leaders

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